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**UTILITY PATENT APPLICATION TRANSMITTAL  
(Small Entity)**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Docket No.  
VSSI-0002

Total Pages in this Submission

**TO THE ASSISTANT COMMISSIONER FOR PATENTS****Box Patent Application  
Washington, D.C. 20231**

Transmitted herewith for filing under 35 U.S.C. 111(a) and 37 C.F.R. 1.53(b) is a new utility patent application for an invention entitled:

**ELECTRONIC PUBLISHING SYSTEM AND METHOD**

and invented by:

**Joseph C. Tyler**jc135 U.S. PTO  
09/524411  
03/13/00If a **CONTINUATION APPLICATION**, check appropriate box and supply the requisite information:☐ **Continuation** ☐ **Divisional** ☐ **Continuation-in-part (CIP)** of prior application No.: \_\_\_\_\_

Which is a:

☐ **Continuation** ☐ **Divisional** ☐ **Continuation-in-part (CIP)** of prior application No.: \_\_\_\_\_

Which is a:

☐ **Continuation** ☐ **Divisional** ☐ **Continuation-in-part (CIP)** of prior application No.: \_\_\_\_\_

Enclosed are:

**Application Elements**

1. ☒ Filing fee as calculated and transmitted as described below
2. ☒ Specification having 41 pages and including the following:
  - a. ☒ Descriptive Title of the Invention
  - b. ☐ Cross References to Related Applications (if applicable)
  - c. ☐ Statement Regarding Federally-sponsored Research/Development (if applicable)
  - d. ☐ Reference to Microfiche Appendix (if applicable)
  - e. ☒ Background of the Invention
  - f. ☒ Brief Summary of the Invention
  - g. ☒ Brief Description of the Drawings (if drawings filed)
  - h. ☒ Detailed Description
  - i. ☒ Claim(s) as Classified Below
  - j. ☒ Abstract of the Disclosure

# UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

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## Application Elements (Continued)

3. ☒ Drawing(s) (when necessary as prescribed by 35 USC 113)
- a. ☐ Formal      b. ☒ Informal      Number of Sheets 20
4. ☒ Oath or Declaration
- a. ☒ Newly executed (original or copy)      ☐ Unexecuted
- b. ☐ Copy from a prior application (37 CFR 1.63(d)) (for continuation/divisional application only)
- c. ☒ With Power of Attorney      ☐ Without Power of Attorney
- d. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the prior application,  
see 37 C.F.R. 1.63(d)(2) and 1.33(b).
5. ☐ Incorporation By Reference (usable if Box 4b is checked)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
6. ☐ Computer Program in Microfiche
7. ☐ Genetic Sequence Submission (if applicable, all must be included)
- a. ☐ Paper Copy
- b. ☐ Computer Readable Copy
- c. ☐ Statement Verifying Identical Paper and Computer Readable Copy

## Accompanying Application Parts

8. ☒ Assignment Papers (cover sheet & documents)
9. ☐ 37 CFR 3.73(b) Statement (when there is an assignee)
10. ☐ English Translation Document (if applicable)
11. ☒ Information Disclosure Statement/PTO-1449      ☒ Copies of IDS Citations
12. ☐ Preliminary Amendment
13. ☒ Acknowledgment postcard
14. ☒ Certificate of Mailing
- ☐ First Class      ☒ Express Mail (Specify Label No.): EJ228693228US

# UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

(Only for new nonprovisional applications under 37 CFR 1.53(b))

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VSSI-0002

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## Accompanying Application Parts (Continued)

15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. ☒ Small Entity Statement(s) - Specify Number of Statements Submitted: 2
17. ☐ Additional Enclosures (please identify below):

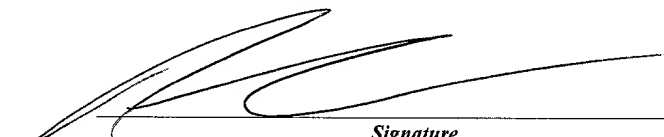
## Fee Calculation and Transmittal

### CLAIMS AS FILED

For	#Filed	#Allowed	#Extra	Rate	Fee
Total Claims	29	- 20 =	9	x \$9.00	\$81.00
Indep. Claims	5	- 3 =	2	x \$39.00	\$78.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
BASIC FEE					\$345.00
OTHER FEE (specify purpose)					\$0.00
TOTAL FILING FEE					\$504.00

- ☒ A check in the amount of **\$504.00** to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge and credit Deposit Account No. **500999** as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of \_\_\_\_\_ as filing fee.
- ☒ Credit any overpayment.
- ☒ Charge any additional filing fees required under 37 C.F.R. 1.16 and 1.17.
- ☐ Charge the issue fee set in 37 C.F.R. 1.18 at the mailing of the Notice of Allowance, pursuant to 37 C.F.R. 1.311(b).

Dated: March 13, 2000

  
Signature  
Ronald A. D'Alessandro  
Reg. No. 42,456

cc:

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY  
STATUS (37 CFR 1.9(f) AND 1.27 (b)) - INDEPENDENT INVENTOR**

Docket No.  
VSSI-0002

Serial No.

Filing Date

Patent No.

Issue Date

Applicant/ **Joseph C. Tyler**  
Patentee:

Invention:

**ELECTRONIC PUBLISHING SYSTEM AND METHOD**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled above and described in:

- ☒ the specification to be filed herewith.  
☐ the application identified above.  
☐ the patent identified above.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

- ☐ No such person, concern or organization exists.  
☒ Each such person, concern or organization is listed below.

\*NOTE: Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities (37 CFR 1.27)

FULL NAME Visionary Software Solutions, Inc.

ADDRESS 479 Clifton Corporate Parkway, Clifton Park, NY 12065
☐ Individual☒ Small Business Concern☐ Nonprofit Organization

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Individual☐ Small Business Concern☐ Nonprofit Organization

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Individual☐ Small Business Concern☐ Nonprofit Organization

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

☐ Individual☐ Small Business Concern☐ Nonprofit Organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF INVENTOR Joseph C. Tyler

SIGNATURE OF INVENTOR 

DATE: 3/13/2000

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY  
STATUS (37 CFR 1.9(f) AND 1.27 (c)) - SMALL BUSINESS CONCERN**

Docket No.  
VSSI-0002

Serial No.

Filing Date

Patent No.

Issue Date

Applicant/ **Joseph C. Tyler**  
Patentee:

Invention:

**ELECTRONIC PUBLISHING SYSTEM AND METHOD**

I hereby declare that I am:

- ☒ the owner of the small business concern identified below:  
☐ an official of the small business concern empowered to act on behalf of the concern identified below:

NAME OF CONCERN: **Visionary Software Solutions, Inc.**

ADDRESS OF CONCERN: **479 Clifton Corporate Parkway, Clifton Park, NY 12065**

I hereby declare that the above-identified small business concern qualifies as a small business concern as defined in 13 CFR 121.3-18, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees under Section 41(a) and (b) of Title 35, United States Code, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the above identified invention described in:

- ☒ the specification filed herewith with title as listed above.  
☐ the application identified above.  
☐ the patent identified above.

If the rights held by the above-identified small business concern are not exclusive, each individual, concern or organization having rights to the invention is listed on the next page and no rights to the invention are held by any person, other than the inventor, who could not qualify as an independent inventor under 37 CFR 1.9(c) or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

- ☒ no such person, concern or organization exists.  
☐ each such person, concern or organization is listed below.

FULL NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

☐ Individual ☐ Small Business Concern ☐ Nonprofit Organization

FULL NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

☐ Individual ☐ Small Business Concern ☐ Nonprofit Organization

FULL NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

☐ Individual ☐ Small Business Concern ☐ Nonprofit Organization

FULL NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

☐ Individual ☐ Small Business Concern ☐ Nonprofit Organization

Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING: Joseph C. Tyler

TITLE OF PERSON SIGNING \_\_\_\_\_

OTHER THAN OWNER: President

ADDRESS OF PERSON SIGNING: 23 Jenee Way, Saratoga Springs, NY 12866

SIGNATURE: \_\_\_\_\_

*for C. Tyler*

DATE: 3/13/2000

# ELECTRONIC PUBLISHING SYSTEM AND METHOD

## Background of the Invention

### 1. Technical Field

5 The present invention generally relates to an electronic publishing system and method, and more particularly to a system and method for electronically publishing targeted information to designated users or subscribers of participating websites.

### 2. Background Art

As today's technology increases, the efficient dissemination of information over the world wide web becomes more vital to commercial success in the marketplace. However, many website users/subscribers are concerned over the problem of receiving unwanted information. Many websites today attempt to collect user data (e.g. electronic mail addresses and/or demographics), which can then be used to publish material back to the users. For the website publisher, this is an extremely time consuming and potentially expensive process. Existing means of delivering information typically involve the maintenance of a cumbersome mailing list or similar tool that constantly requires modification and revision. For example, a website

15  
20



5 publisher must maintain a list of recipients and their  
corresponding addresses (electronic mail or otherwise) and  
manually input information for recipients. Accordingly,  
each publisher must implement their own customized system  
and formats for publishing their information. Such a system  
requires either the delivery of the same message to every  
recipient, or the creation of separate messages for several  
different recipients. Moreover, due to the limitations of  
electronic mailing services, the message must often be sent  
10 in basic Ascii format even though some publishers may have  
more sophisticated capabilities such as rich text format.

Therefore, there exists a need for a system that allows  
for the efficient and creative delivery of information to  
selected or pre-determined recipients by website publishers.  
In addition, there exists a need for the system to eliminate  
the need for a publisher to maintain recipient lists or to  
create forms for displaying their information.

### Summary of the Invention

20 The present invention overcomes the problems associated  
with existing systems by providing a system and method for  
electronically publishing information. In particular, the  
system collects data from users of websites and separately  
stores the user data for each website in a database. When a

website publisher desires to send a message to particular users of his/her website, the publisher will access the system and create an original message specification. The message specification allows the publisher to: (1) select a template in which the message will be displayed; (2) designate recipient criteria to determine which website users will receive the message; (3) designate a time for delivery of the message; and (4) input the information that will comprise the message.

The designation of recipient criteria eliminates the need for the publisher to maintain recipient/address lists because the publisher will merely designate criteria (e.g. demographical and interest data) of the users that should receive the message. The electronic publishing system will compare the designated criteria to the user data stored in the database for the particular website. Only users whose data matches the designated criteria will receive the message. In addition, although the system allows a publisher to select from a plurality of creative templates for the display of information, the templates are customizable by each publisher.

According to a first aspect of the present invention, an electronic publishing system is provided, which includes: (1) a data collection interface for collecting user data

from users of a plurality of websites; (2) a database for separately storing collected user data for each website; (3) a publisher interface that allows a publisher for each website to create a specification associated with the publisher's website, wherein the publisher interface includes: (a) a mechanism for selecting a template from a plurality of templates; (b) a mechanism for inputting information; (c) a mechanism for designating a recipient criteria; (d) a scheduling mechanism for establishing a delivery time; and (4) a message builder that accesses a server and generates a message for delivery to a targeted group of website users based on the message specification created by the publisher of the associated website.

According to a second aspect of the present invention, a program product for electronically publishing information is provided, which includes a recordable media having: (1) a system for separately storing user data collected from users of a plurality of websites; (2) a publishing system, wherein the publishing system allows a publisher of each website to create a message specification associated with the publisher's website, including: (a) a system for inputting information; (b) a system for selecting a template from a plurality of templates in which the information will be displayed; (c) a system for designating a recipient

criteria; and (d) a system for designating a time of delivery.

According to a third aspect of the present invention, a computer system for electronically publishing information is provided, which includes: (1) a processor; (2) a computer system memory; (3) an interface; and (4) a software product stored on the computer system memory and executable by the processor, wherein the software product comprises: (a) a system for separately storing user data collected from users of a plurality of websites; (b) a publishing system, wherein the publishing system allows a publisher of each website to create a message specification associated with the publisher's website, including: (i) a system for inputting information; (ii) a system for selecting a template from a plurality of templates; (iii) a system for designating a recipient criteria; and (iv) a system for designating a time of delivery.

According to a fourth aspect of the present invention, a method for electronically publishing information is provided, which includes the steps of: (1) collecting user data from users of a plurality of websites with a user data collection interface; (2) storing the user data in a database; (3) providing a publisher interface system whereby a plurality of publishers can create a message specification

by: (a) inputting information, wherein the information includes story content and advertisements; (b) selecting a template from a plurality of templates, wherein the information will be displayed in the selected template; (c) designating a recipient criteria; and (d) designating a time for delivery.

According to a fifth aspect of the present invention, a method for electronically publishing information is provided, which includes: (1) accessing a detail window to designate message details, including: (a) selecting a time for delivery for the information; (b) selecting a template from a plurality of templates; (2) accessing a news window to input the information and designate news details, including: (a) selecting a title for the information; (b) inputting story content into a text box; and (c) selecting a target recipient criteria.

It is therefore an advantage of the present invention to provide a system and method of electronically publishing information. It is a further advantage of the present invention to provide a system that allows a user to selectively, efficiently and creatively deliver information without having to maintain recipient/mailing lists or the like.

The preferred embodiment of the present invention is

designed to solve the problems herein described and other problems not discussed, which are discoverable by a skilled artisan.

### Brief Description of the Drawings

5           These and other features and advantages of this invention will be more readily understood from the following detailed description of the various aspects of the invention taken in conjunction with the accompanying drawings in which:

10           Fig. 1 depicts a block diagram of a computer system having an electronic publishing system in accordance with the present invention;

          Fig. 2 depicts a block diagram of an electronic publishing system in accordance with the present invention;

15           Fig. 3 depicts a block diagram of a message builder, server, and database in accordance with the present invention;

          Fig. 4 depicts a block diagram of an electronic message being delivered to website users in accordance with the present invention.

20           Fig. 5 depicts administrative options of a publisher interface system in accordance with the present invention;

          Fig. 6 depicts news topics of a publisher interface

system in accordance with the present invention;

Fig. 7 depicts a news topic edit window of a publisher interface system in accordance with the present invention;

Fig. 8 depicts demographic categories of a publisher interface system in accordance with the present invention;

Fig. 9 depicts a demographic category edit window of a publisher interface system in accordance with the present invention;

Fig. 10 depicts personal topics of a publisher interface system in accordance with the present invention;

Fig. 11 depicts a personal topic edit window of a publisher interface system in accordance with the present invention;

Fig. 12 depicts a target recipient criteria/groups of a publisher interface system in accordance with the present invention;

Fig. 13 depicts a target recipient criteria/group edit window of a publisher interface system in accordance with the present invention;

Fig. 14 depicts a mailing window of a publisher interface system in accordance with the present invention;

Fig. 15 depicts a detail window of a publisher interface system in accordance with the present invention;

Fig. 16 depicts a news window of a publisher interface

system in accordance with the present invention;

Fig. 17 depicts an advertisement window of a publisher interface system in accordance with the present invention;

Fig. 18 depicts an un-subscription system in accordance with the present invention;

Fig. 19 depicts a flow chart of a first method in accordance with the present invention; and

Fig. 20 depicts a flow chart of a second method in accordance with the present invention.

It is noted that the drawings of the invention are not to scale. The drawings are merely schematic representations, not intended to portray specific parameters of the invention. The drawings are intended to depict only typical embodiments of the invention, and therefore should not be considered as limiting the scope of the invention. In the drawings, like numbering represents like elements between the drawings.

### **Detailed Description of the Drawings**

Referring now to Figure 1, a computer system 10 depicting an embodiment of the present invention is shown comprising memory 12, input/output interfaces 14, a central processing unit (CPU) 16, external resources, and bus 32. Memory 12 may comprise any known type of data storage and/or



transmission media, including magnetic media, optical media,  
random access memory (RAM), read-only memory (ROM), a data  
cache, a data object, etc. Moreover, memory 12 may reside  
at a single physical location, comprising one or more types  
of data storage, or be distributed across a plurality of  
physical systems in various forms. CPU 16 may likewise  
comprise a single processing unit, or be distributed across  
one or more processing units in one or more locations, e.g.,  
on a client and server. I/O interfaces 14 may comprise any  
system for exchanging information from an external source.  
External resources 18 may comprise any known type of  
external device, including a CRT, LED screen, hand held  
device, keyboard, mouse, voice recognition system, speech  
output system, printer, facsimile, pager, etc. Bus 32  
provides a communication link between each of the components  
in the computer system 10 and likewise may comprise any  
known type of transmission link, including electrical,  
optical, radio, etc. In addition, although not shown,  
additional components, such as cache memory, communication  
systems, system software, etc., may be incorporated into  
computer system 10.

It is understood that the present invention can be  
realized in hardware, software, or a combination of hardware  
and software. The computer system 10 according to the

present invention can be realized in a centralized fashion  
in a single computer, or in a distributed fashion where  
different elements are spread across several interconnected  
computer systems. Any kind of computer system - or other  
5 apparatus adapted for carrying out the methods described  
herein - is suited. A typical combination of hardware and  
software could be a general purpose computer system with a  
computer program that, when loaded and executed, controls  
the computer system 10 such that it carries out the methods  
described herein. The present invention can also be  
10 embedded in a computer program product, which comprises all  
the features enabling the implementation of the methods  
described herein, and which - when loaded in a computer  
system - is able to carry out these methods. Computer  
15 program, software program, program, or software, in the  
present context mean any expression, in any language, code  
or notation, of a set of instructions intended to cause a  
system having an information processing capability to  
perform a particular function either directly or after  
20 either or both of the following: (a) conversion to another  
language, code or notation; and/or (b) reproduction in a  
different material form.

Stored in memory 12 is electronic publishing system  
product 34. Also shown are clients 24, which generally are

associated with websites and, and users 22 that visit the websites and desire to receive information from the corresponding website publishers (also referred to as subscribers). Electronic publishing system 34, which is described in further detail below, comprises a software program that provides a central means for a plurality of website publishers or clients 24 to publish information to targeted recipients or website users 22.

Referring now to Fig. 2, the electronic publishing environment 26 of the present invention is shown. Specifically, the electronic publishing environment 26 generally includes: (1) websites 28-30; (2) website publishers 31-33; (3) website users 27 (3) electronic publishing system 34; and (5) information recipients 58-60. It should be appreciated that although Fig. 2 and the corresponding description shows three websites, publishers, and recipient groups, more or fewer could exist.

The electronic publishing system 34 allows a website publisher 31-33 to disseminate information to selected users of the associated website both efficiently and creatively. It should be understood that although information described herein pertains to story content and advertisements, other forms of information can be disseminated. The electronic publishing system 34 operates as follows. First, users 27

of the websites 28-30 will visit their corresponding  
websites. Then, those users 27 who wish to receive  
information from the publishers 31-33 of the websites 28-30  
(i.e., subscribers) will have user data collected therefrom  
by user data collection interface 36. The user data  
collection interface 36 preferably resides within the  
electronic publishing system 34 at a predefined URL (uniform  
resource locator). The user data collection interface 36  
will generally comprise a screen where users can input data  
(e.g., e-mail address, etc.). Although the user data  
collected is generally related to demographics, interests,  
and message preferences, it should be appreciated that any  
form of data designated by the publishers can be collected.

The user data is then separately stored for each  
website 28-30 in the database 38. In particular, the  
website user data 40 from website 28 is stored separately  
from the website user data 42 from website 29. As shown,  
all user data, such as the address and identity of the  
users, is stored within the remote publishing system 34.  
This eliminates the need for the publishers 31-33 to  
separately maintain this data. When publishers 31-33 wish  
to send information to selected users of their websites 28-  
30, they will access the publisher interface system 46 and  
create a message specification for sending the information.

The message specification allows the publishers 28-30 to generate a customized informational message and selectively send the message to pre-determined or designated users/subscribers, hereinafter recipient groups.

5           As shown in Fig. 2, a publisher 31 can access the publisher interface system 46 and input both the story content 47 and advertisements 49 that are intended to reach the desired recipients 58-60. Along with inputting the information, the publisher 31 can schedule a date and time for delivery of the message(s) 51, select a template 55 from a plurality of templates 56, and designate a recipient criteria 53 for determining the specific users of the publisher's corresponding websites that will receive the information. Fig. 2 shows only a portion of the interface characteristics that the publisher 31 can select. It should be appreciated that other characteristics can be utilized, as will be described in more detail below.

10           Once the publisher 31 has completed the process of creating a message specification, the message is generated and delivered to the appropriate users according to their specification, by a message builder 57. In general, the message builder includes a scheduler 50, a formatter 52 and a mailer 54. Interacting with the message builder 57 is a server 48, which, *inter alia*, accesses the templates 56 and

the database 38.

Referring now to both Figs. 2 and 3, the message builder 57, database 38, and the server 48 are shown in greater detail. As depicted, scheduler 50 will group the inputted advertisements 49 with the inputted story content 47 and access the database 38 to compare the designated recipient criteria 53 with the user data stored therein. This comparison will ensure that only users whose data matches the criteria designated by the publisher 31 will receive the informational message 62. Accordingly, both content and advertisements can be directed to relevant recipients. For example, if a publisher wishes an information message to be received by users/subscribers that are interested in sports AND that are under the age of 18, this recipient criteria will be designated for both the story content and the advertisements.

The formatter 52 will generate the message 62 according to the specification created by the publisher 31-33. Specifically, the formatter will access the server 48 to obtain the scripting language necessary for generating the message 62. As this occurs, the server 48 accesses the templates 56 and transfers the template selected by the publisher 31 (via the template election system 55) to the formatter 52 so that the message 62 can be displayed in the

desired format. Then, the mailer 54 delivers the message 62 to the specific recipients 58 according to the means selected by the publishers 31 and at the selected time and date 51. It should be appreciated that the means for delivering is also selected by the publisher 31 and is preferably an electronic mail message. However, it should be understood that other means for delivering the message 62 exist. For example, the message 62 can be faxed, sent to a pager device, or sent via any other known means of wireless communication such as to a personal digital assistant (PDA). Moreover, it should be appreciated that the publishers will designate the various means for delivery that the publisher supports. From the designated means for delivery, the users will select the means they prefer to receive informational messages, at the user data collection interface 36.

Fig. 4 shows one example of information being selectively delivered to designated groups of recipients. Specifically, the message builder 57 and website 2 recipients 59 are shown. If the publisher desires certain stories and/or advertisements to be directed to specific recipient groups, the publisher could designate a recipient criteria that matches the intended recipient group. For example, if the website 2 publisher desires story 1 and advertisement 1 to reach only group "A" of recipients, they

could do so by creating/customizing a recipient criteria that precisely matches this group, as will be described in further detail below. Then, the publisher would designate the created criteria at the publisher interface system 46 for both the story content and the advertisement. The publisher could then target additional groups (e.g., B and C) to receive their own set of information.

Figs. 5-16 depict various "screen-shots" taken from the publisher interface system 46 described above. Referring first to Fig. 5, an administration window 100 is shown (upon selecting admin tab 101). From this window 100, the publisher can create the message specification necessary for distributing their information in the form of an electronic mailing. The report tab 103 allows the publisher to view data regarding the users of their website and any mailings that have been sent. The mailing tab 105 allows the publisher to build and selectively distribute an informational mailing. The advertisement tab 107 allows the publisher to add or delete any advertisements that may accompany their mailings.

Also included in the administration window 100 are several links in which the publisher can: (1) determine which information will be collected from users of their website; (2) create or modify target recipient



criteria/groups so that only certain users will receive specified messages; and (3) add, modify, or delete various formatting characteristics of the messages.

First, the brand settings link 102, color link 112, and font link 114 allows the publisher to vary the physical appearance of their message. Specifically, the publisher can add or change the font, color, or formatting of various message features such as page headers, footers, titles, body text, section headings, table of contents, etc. It should be appreciated that the attributes listed here are not intended to be exhaustive. For example, a system could be provided with more or fewer formatting features.

The news link 104, demographic link 106, and the personalization link 110 allows the publisher to designate the types of data that is collected, at the user data collection interface 36, from website users who desire to receive the publisher's information. In particular, when a user enters the publisher's website and indicates he/she wishes to receive information, they become a subscriber and will be asked to answer queries relating to their demographics and interests. Once submitted, this data is stored in the database 38. Thus, the gathering and storage of user data is done within the electronic publishing system 34, which eliminates the publisher's need to store or

maintain this data.

If the publisher selects the news link 104, the topic window 116 of Fig. 6 will be shown. The topic window 116 is where the publisher can designate various news topics, which users can select as being of interest. If a topic needs to be added, the publisher can select the add button 117 and access topic edit window 119, of Fig. 7. In this window, the publisher can designate a topic name 118, provide a hyperlink 120 if desired, give the users a description 124 of the types of news that pertain to this topic, and choose to display the topic 126 at the user data collection interface 36. Once all of the desired information is entered, the publisher will select the update button 130, and the newly created topic will be displayed at topic window 116. If the publisher needs to modify an existing topic, they will select the modify button 113 (Fig. 6) next to the corresponding topic and modify the information in a similar fashion. Similarly, when the publisher wishes to delete a particular topic, they will select the delete button 121 next to the corresponding topic.

Fig. 8 depicts a demographic window 132 that is displayed when the publisher selects the demographic link 106 of Fig. 5. This window is where the publisher will create/modify the demographical and interest queries that

will be used to collect additional data from website users. As shown, this particular publisher is requesting that users input their age, gender, and answer two questions. This is to help the publisher deliver messages to relevant audiences as well as to collect information regarding the publisher's programs. If the publisher wishes to add additional demographic categories or informational queries they can accomplish this by selecting the add button 134 and accessing demographic edit window 136 of Fig. 9.

Referring now to Fig. 9, the publisher can enter a name 138 for the category of information, give a description of the category 140, designate whether the users must provide this information 142 and select the sequence 144 in which the category will be listed in the demographic window 132 of Fig. 8. If the publisher wishes to list another question to be answered, they will enter the question in the description box 140. Once the category has been completed, the publisher will select the update button 146 and the category will be listed in the demographic window 132. Additionally, the publisher can modify or delete existing categories by selecting the modify 133 or delete 135 buttons (Fig. 8) for the particular category. It should be appreciated that inquiries other than those shown herein can be made by the publishers. For example, the publisher can inquire which

means of delivery (e.g., e-mail, facsimile, etc.) the users desire to receive the message.

Figs. 10 and 11 show a personal information window 148 and a personal information edit window 152 that are accessed from the personalization link 110 of Fig. 5. These windows are where other forms of personal data can be designated for collection from a user. To add a new category, the publisher will select the add button 150 and create the category, according to Fig. 11, in the same manner as described above for the demographic categories and news topics. Similarly, to modify or delete a category, the publisher will select either the modify 149 or delete 151 buttons (Fig. 10) for the corresponding personal information category.

Fig. 12 shows the target window 164 that is accessed by selecting the target link 108 of Fig. 5. This is where the publisher can create or modify target recipient criteria/groups for their messages. For example, if the publisher wants to send a message that will only be received by females within the ages 26-35 OR by users who designated "news" as a topic of interest, they can do so by creating a recipient criteria/group that matches this specification. To accomplish this, the publisher will select add button 166 and the access target edit window 168 of Fig. 13. Here, the

publisher can give the criteria a name 170 and select the demographic value(s) 174 that will make up the criteria. For example, the criteria entitled "HWD" currently includes females within the ages of 26-35. For the message to reach them OR users who designated "news," the publisher will first select the "or" logical operator 172. Next, the publisher will select "news" as a value 174, and then select the add 178 button. Once the criteria is set as desired by the publisher, the update button 180 will be selected. The recipient criteria "HWD" will now include these desired values. To modify or delete a criteria, the publisher will select either the modify 165 or delete 163 button, respectively (Fig. 12).

To create a mailing, the publisher will access the mailing window 200 of Fig. 14 by selecting the mailing tab 105 of Fig. 5. As shown, mailing window 200 includes multiple mailings and specifics pertaining thereto organized in rows. In particular, the specifics shown include the name 202 of the mailing, when the mailing will be sent 204, and the template in which the publisher's information will be displayed 206. The publisher can either add a new mailing by selecting the add button 218 or edit one of their existing mailings by selecting the modify button 210. In either case, the detail window 220 of Fig. 15 will be

displayed. From here, the publisher can designate a name for the mail message 222, select the date and time for delivery 224 of the mail message, attach an image 226 to the message, select a template 228 for the message, and give the message a subject 230. Once all desired details have been inputted, the publisher will select the update button 232 and the details will be stored. It should be appreciated that as used throughout this disclosure, each mailing may be comprised of one or more messages.

The templates comprise predefined forms that determine how each message will appear. The templates can include daily, weekly, or monthly calendars, news letters, newspapers, or any other desirable form of presentation. Moreover, the templates are preferably presented to recipients in HTML format. However, it should be appreciated that the templates can be presented in many other formats, such as plain text or other languages. In particular, the publishers can designate the formats they will support and the users can designate their preference at the user data collection interface 36. The publishers can also customize the templates themselves by downloading a template and customizing it using any means known to those of ordinary skill in the art, such as with a scripting language or an HTML editor. Once the template is

customized, it can then be uploaded back to the electronic publishing system for the publisher's use.

After the mailing details have been designated, the publisher can then add their story content and other news details for each message. This is accomplished by selecting the content button 208 for the corresponding mailing in the mailing window 200 of Fig. 14. This selection will display the news window 234 shown in Fig. 16.

Referring to Fig. 16, the publisher can first designate a title 236 for the message. Text box 238 is where the publisher will enter the actual story content, which can be done by cutting and pasting a story from a word processing program, by entering the story directly into the text box 238, or by any other known means. Once the story has been entered, the publisher can select the target recipient criteria 240 to determine which users will receive the message. As shown, the earlier created criteria "HWD" has been selected. Therefore, the message being created in Fig. 16, will be delivered to women within the ages 26-35 OR those users who designated "news" as an area of interest.

The publisher can also assign a rank 242 to the particular story so that if several messages appear in one mailing, they can be listed in a pre-determined/particular order. Images 244 are also attachable to the message if the

publisher provides a directory or link to where the images are stored. Next, the publisher can designate whether the message is to be distributed to pager devices 246. Also, the publisher can send a hyperlink with the message so that upon access by the recipient(s), the web page corresponding to the link will be displayed. Finally, once all of the news details have been designated by the publisher, the update button 250 is selected and the message specification is stored in the database 38. It should be understood that the system can include additional details for aiding in delivering the message to the desired recipients.

This system allows several different stories/messages to be sent to different recipients in the same mailing. For example, if the publisher wanted to add a second story to the mailing, they would select the content button 208 again and access another blank news window 234. The publisher would then complete the window as before, only changing the stories, target recipients, and/or other details as desired. Therefore if the publisher had a mailing with three different stories and wanted to send the first and second stories to one target recipient group and the third story to a different target recipient group, they could do so by entering stories one and two in a first news window 234 and then designating the desired target recipient criteria/group



for those stories. The third story would then be entered into a different news window 234 and the desired recipient criteria for that story would then be designated. If there was no listing for the desired target recipient criteria for either message, the publisher could created such a group by following the steps described above for Figs. 12 and 13.

To add advertisements to the mailing, the publisher will access the advertisement window 252 shown in Fig. 17. Here the publisher can create/designate the advertisements that are desired to accompany the story content of a mailing. Specifically, advertisement window 252 allows the publisher to, *inter alia*, designate a name 254 for the advertisement, provide any text 256 to accompany the advertisement, and designate any graphics 260 to accompany the advertisement.

Fig. 18 shows a system 270 for un-subscribing users from the electronic publishing system 34. In particular, if a message is returned as undeliverable or if a user no longer wishes to receive informational messages, the system 270 allows the user to be removed as a subscriber. As shown, a message 272 is returned to the server 48. Within the server 48, the message 272 is placed in the inbox 276 of the publisher that sent the message 272 out. The un-subscriber mechanism 274 will routinely read the inbox and

determine if a user should no longer receive messages. Specifically, if the message was undeliverable, the mechanism 274 will add one to a counter 278. Any users that exceed the limit for undeliverable messages (e.g., 1) will be un-subscribed. The limit for undeliverable messages can be set by either the publisher for the corresponding website or the administrator of the electronic publishing system 34. Moreover, any users that indicate a desire to be no longer receive messages can be un-subscribed as well. In either case, un-subscription takes place when the un-subscription mechanism 274 marks or "red-flags" the user in the database 38. Preferably, the stored user data for the "red-flagged" user will remain in the database 38 in case the user wishes to re-subscribe at a later time. As shown in Fig. 18, the database 38 and server 48 are the same components that are depicted in Figs 2 and 3. However, it should be appreciated that a separate server could be used.

Fig. 19 shows a first method 300 in accordance with the present invention. In particular, the first step 300 of the method 300 is collecting user data from users of a plurality of websites. The second step 304 is storing the user data in a user data collection interface. The third step of the method 300 is providing the publisher interface system, wherein a plurality of publishers can create a message

specification by: (a) inputting information 306, wherein the information includes story content and advertisements; (b) selecting a template from a plurality of templates 308, wherein the information will be displayed in the selected templates; (c) designating a recipient criteria of the website users that will receive the information 310; and (d) designating a time for delivery 312.

Fig. 20 shows a second method 400 in accordance with the present invention. The first step 402 of the method 400 is accessing a detail window to designate message details, including: (a) selecting a time for delivery for the information 404; and (b) selecting a template from a plurality of templates 406. The next step 408 of the method 400 is accessing a news window to input the information and designate news details, including: (a) selecting a title for the information 410; (b) inputting story content into a text box 412; and (c) selecting a target recipient criteria 414.

The foregoing description of the preferred embodiments of this invention has been presented for purposes of illustration and description. It is not intended to be exhaustive or to limit the invention to the precise form disclosed, and obviously, many modifications and variations are possible. Such modifications and variations that may be apparent to a person skilled in the art are intended to be

included within the scope of this invention as defined by the accompanying claims.

## Claims

1 1. An electronic publishing system, comprising:

2 a data collection interface for collecting user data  
3 from users of a plurality of websites;

4 a database for separately storing collected user data  
5 for each website;

6 a publisher interface that allows a publisher for each  
7 website to create a message specification associated with  
8 the publisher's website, wherein the publisher interface  
9 includes:

10 a mechanism for selecting a template from a  
11 plurality of templates;

12 a mechanism for inputting information;

13 a mechanism for designating a recipient criteria;

14 a scheduling mechanism for establishing a delivery  
15 time; and

16 a message builder that accesses a server and generates  
17 a message for delivery to a targeted group of website users  
18 based on the message specification created by the publisher.

1 2. The system of claim 1, wherein the user data includes  
2 demographic information.

1 3. The system of claim 2, wherein the message builder  
2 compares the recipient criteria designated by the publisher  
3 to the demographic information of the users to match the  
4 inputted segments of information with groups of users.

1 4. The system of claim 1, wherein the information comprises  
2 story content.

1 5. The system of claim 1, wherein the information comprises  
2 at least one advertisement.

1 6. The system of claim 1, wherein the message builder  
2 comprises:

3 a scheduler for grouping advertisements with story  
4 content and for determining specific users that will receive  
5 each message;

6 a formatter for generating the messages in the selected  
7 templates; and

8 a mailer for delivering the messages at the established  
9 delivery time.

1 7. The system of claim 1, wherein the user data collection  
2 queries used to collect the user data are pre-determined by  
3 the publisher of the associated website.

1 8. The system of claim 1, wherein the plurality of templates  
2 includes:

- 3 a calendar;
- 4 a newsletter; and
- 5 a map.

1 9. The system of claim 1, wherein each template is  
2 customizable.

1 10. The system of claim 1, wherein the publisher interface  
2 further includes a mechanism for choosing from a plurality  
3 of delivery modes.

1 11. The system of claim 10, wherein the plurality of  
2 delivery modes include electronic messaging, facsimile, and  
3 wireless communication.

1 12. The system of claim 1, further comprising a system for  
2 un-subscribing users, wherein un-subscribed users will not  
3 receive the message.

1 13. A program product stored on a recordable media for  
2 electronically publishing information, comprising:

3 a system for separately storing user data collected  
4 from users of a plurality of websites;

5 a publishing system, wherein the publishing system  
6 allows a publisher of each website to create a message  
7 specification associated with the publisher's website,  
8 including:

9 a system for inputting information;

10 a system for selecting a template from a plurality  
11 of templates in which the information will be displayed;

12 a system for designating a recipient criteria; and

13 a system for designating a time of delivery.

14. The program product of claim 13, further comprising:

1 a system for determining specific website users to  
2 receive a message based on the recipient criteria designated  
3 by the publisher;  
4

5 a system for displaying the message in the selected  
6 template; and

7 a system for delivering the message to the specific  
8 website users at the designated time of delivery.



15. The program product of claim 14, wherein the specific website users are determined when a match is established between the recipient criteria designated by the publishers and the stored user data.

16. The program product of claim 14, further comprising a system for customizing the templates.

1 17. A computer system for electronically publishing  
2 information, comprising:  
3 a processor;  
4 a computer system memory;  
5 an interface; and  
6 a software product stored on the computer system memory  
7 and executable by the processor, wherein the software  
8 product comprises:  
9 a system for separately storing user data  
10 collected from users of a plurality of websites;  
11 a publishing system, wherein the publishing system  
12 allows a publisher of each website to create a message  
13 specification associated with the publisher's website, and  
14 includes:  
15 a system for inputting information;  
16 a system for selecting a template from a  
17 plurality of templates;  
18 a system for designating a recipient  
19 criteria; and  
20 a system for designating a time of delivery.

1 18. The computer system of claim 17, wherein the software  
2 product further comprises:

3 a system for determining specific website users to  
4 receive a message based on the recipient criteria designated  
5 by the publisher;

6 a system for displaying the message in the selected  
7 template; and

8 a system for delivering the message to the specific  
9 website users at the designated time of delivery.

10 19. The program product of claim 18, wherein the specific  
11 website users are determined by matching the recipient  
12 criteria designated by the publishers to the stored user  
13 data.

14 20. The program product of claim 17, further comprising a  
15 system for customizing the templates.

1        21. A method of electronically publishing information,  
2        comprising the following steps:  
3                collecting user data from a users of a plurality of  
4        websites with a user data collection interface;  
5                separately storing the user data in a database;  
6                providing a publisher interface system, wherein a  
7        plurality of publishers can create a message specification  
8        by:  
9                inputting information, wherein the information  
10       includes story content and advertisements;  
11               selecting a template from a plurality of  
12       templates;  
13               designating a recipient criteria; and  
14               designating a time for delivery.

15       22. The method of claim 21, further comprising:  
16               generating and delivering messages to the website users  
17       based on the message specification created by the publisher  
18       of the associated website.

1 23. The method of claim 22, wherein the step of generating  
2 and delivering comprises:

3       grouping the story content with the advertisements;  
4       determining specific website users to receive the  
5 messages based on the designated recipient criteria;  
6       generating the messages in the selected templates; and  
7       delivering the messages to the specific website users  
8 at the designated time.

1 24. The method of claim 23, wherein the determining step  
2 comprises:

3       comparing the recipient criteria designated by the  
4 publishers to the user data collected from the website  
5 users; and

6       selecting specific website users when data collected  
7 from the website users matches the recipient criteria  
8 designated by the publisher.

1 25. The method of claim 21, further comprising customizing  
2 the selected template.

1       26. A method for electronically publishing information,  
2       comprising the following steps:  
3             accessing a detail window to designate message details,  
4       including:  
5             selecting a time for delivery for the information;  
6             selecting a template from a plurality of  
7       templates;  
8             accessing a news window to input the information and  
9       designate news details, including:  
10            selecting a title for the information;  
11            entering story content into a text box; and  
12            selecting a target recipient criteria;

13       27. The method of claim 26, further comprising:  
14            accessing a target window; and  
15            creating a target recipient criteria by selecting at  
16       least one recipient characteristic.

1       28. The method of claim 27, further comprising:  
2            accessing a second news window;  
3            selecting a title for the information;  
4            entering the desired information into a text box; and  
5            selecting target recipient criteria for the  
6       information.

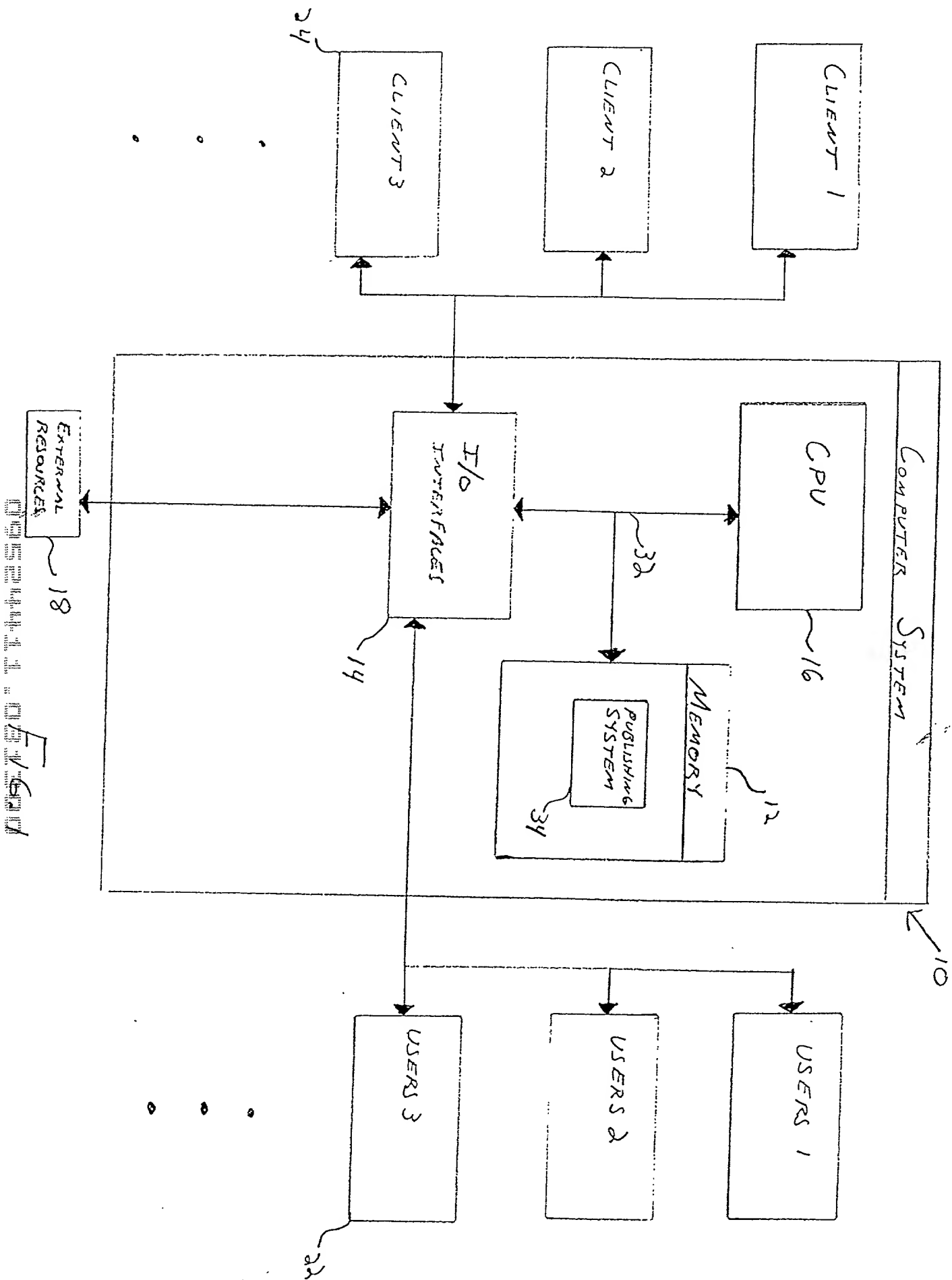


## ELECTRONIC PUBLISHING SYSTEM

### Abstract of the Invention

5 An electronic publishing system for efficiently and  
creatively disseminating information. In particular, the  
electronic publishing system includes: (1) a data collection  
interface for collecting user data from users of websites;  
(2) a database for storing the user data; (3) a publisher  
interface system to allow publisher to create an original  
message specification; and (4) a message builder for  
10 composing and sending an informational message according to  
the message specification. The electronic publishing system  
allows website publishers to selectively distribute  
information to pre-determined users of their websites in  
creative formats without having to maintain mailing lists.





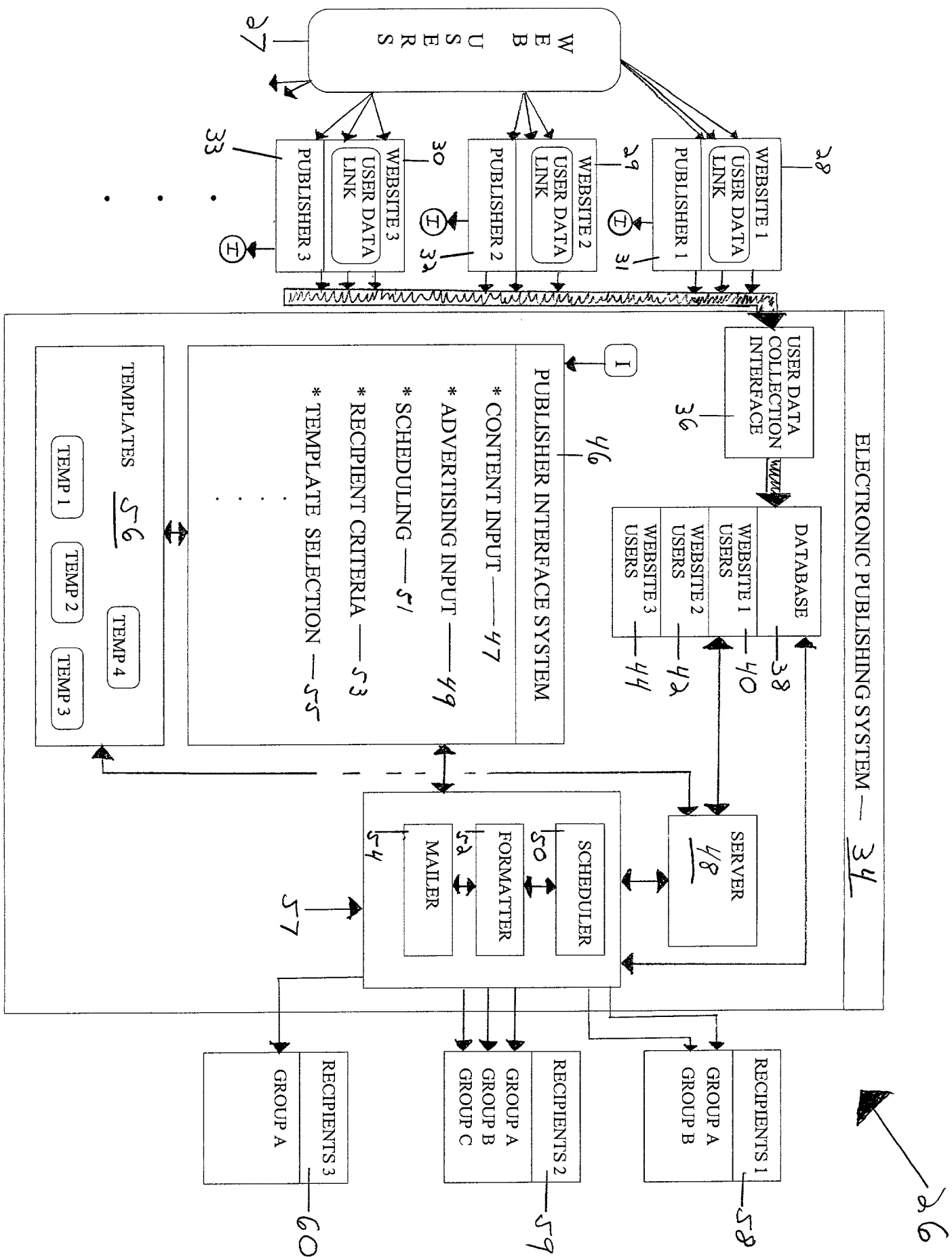


FIG. 2

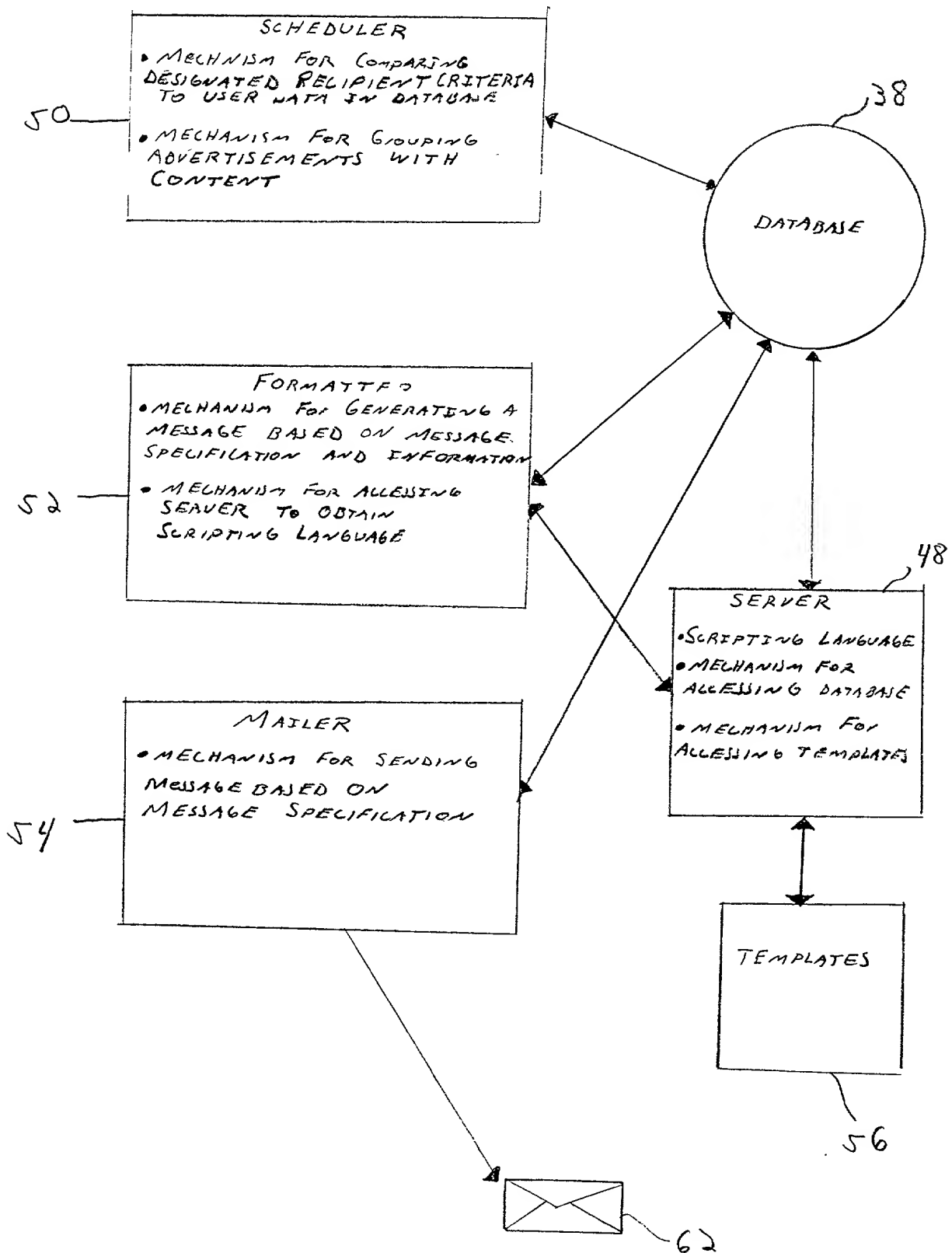


FIG. 3

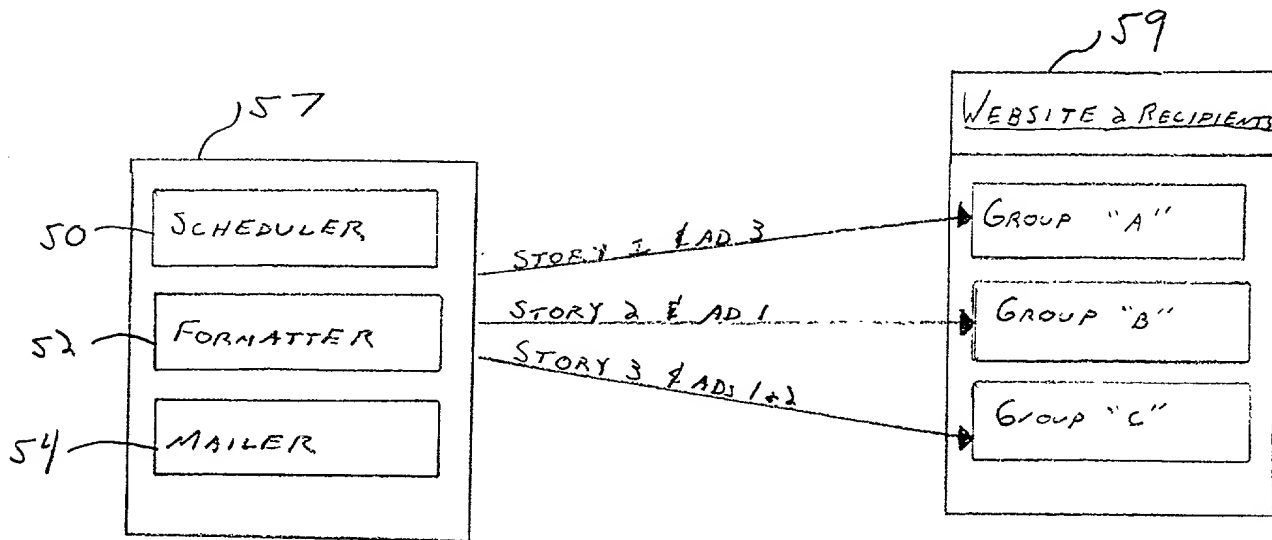


FIG. 4

**informz** **System Administration**

Help! Informz.com

**Admin**

**Reports**

**Mailings**

**Ads**

**Brand Information**

**Brand Settings** Customize Your brand information!

**News Types** Set up the types of information you wish to send to your subscribers.

**Demographics** Set up the types of Demographics for your users.

**Target Groups** Set up subscriber target groups.

**Personalization** Set up the items to allow personalized mailings to be create for each user.

**Colors** Add/modify/delete colors to/from the system.

**Fonts** Add/modify/delete fonts to/from the system.

**Users**

**Authorized Users** Add, Modify, or Remove Authorized Users.

**Subscription Settings**

**Description** Description of mailing services for this brand that the subscriber will be able to read.

**Privacy Statement** Description of privacy for this brand that the subscriber will be able to read.

**What You Get** Description of what the subscriber gets for this brand that the subscriber will be able to read.

**Examples** Examples of mailings for the subscriber to view.

FIG. 5

The screenshot displays the Informz System Administration interface. On the left is a vertical navigation menu with links for Admin, Reports, Mailings, and Ads. The main content area is titled 'News Types' and contains a table with the following entries: Community Events, General Information, Health Watch, Live @ Issue, News, On TV, Sports, StormCenter Alerts, and Welcome. Each entry has a checkbox on the right, all of which are checked. Below the table is an 'Add' button. Handwritten annotations include '116' with an arrow pointing to the top right, '113' pointing to the first checkbox, '121' pointing to the second checkbox, and '117' pointing to the 'Add' button. At the bottom, the copyright notice '©1999 Visionary Software Solutions, Inc. All Rights Reserved' is visible.

**informz** System Administration

Help! Informz.com

Admin  
Reports  
Mailings  
Ads

### News Types

Community Events	<input checked="" type="checkbox"/>
General Information	<input checked="" type="checkbox"/>
Health Watch	<input checked="" type="checkbox"/>
Live @ Issue	<input checked="" type="checkbox"/>
News	<input checked="" type="checkbox"/>
On TV	<input checked="" type="checkbox"/>
Sports	<input checked="" type="checkbox"/>
StormCenter Alerts	<input checked="" type="checkbox"/>
Welcome	<input checked="" type="checkbox"/>
<input type="button" value="Add"/>	

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FIG. 6

**informz** **System Administration** 119

**Help!** **informz.com**

**Admin**  
**Reports**  
**Mailings**  
**Ads**

**Edit News Type**

Name:  118

Link:  120

Rank:  124

Description:

Display: ☒ 126

Priority:













**Update** 130

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FIG. 7

**informz****System  
Administration****Help!****informz.com**132  
↓**Admin****Reports****Mailings****Ads****Demographics Category**

133

Name	Required	Sorting Sequence	Modify	Delete	Demographics
Age	No	1			
Gender	No	2			
Have you heard of NBC 10 InstaSports?	No	3			
Which newscast do you watch the most?	Yes	4			

135

**Add**©1999 Visionary Software Solutions, Inc.  
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134

FIG. 8



The image is a screenshot of a web application titled "informz System Administration". The interface has a dark sidebar on the left with menu items: "Admin", "Reports", "Mailings", and "Ads". The main content area is titled "Demographic Category" and contains a form with the following fields:

- Name**: A text input field.
- Age**: A text input field with the handwritten value "138".
- Description**: A large text area with a vertical scrollbar on the right. It contains a small icon of a person in the top right corner.
- Required**: A checkbox with the handwritten value "142".
- Sequence**: A text input field with a small "1" in a box and the handwritten value "144".
- Update**: A button with the handwritten value "146".

Handwritten annotations include arrows pointing to the "Age" field (labeled "136"), the "Description" field (labeled "140"), and the "Update" button (labeled "146").

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FIG. 9







148

**informz** System Administration

Help! Informz.com

Admin  
Reports  
Mailings  
Ads

### Personal Information

Name	Required	Sorting Sequence	Modify	Delete
First Name	Yes	1		
Last Name	Yes	2		
Zip Code	Yes	3		

Add

151

150

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FIG. 10

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**informz** **System Administration** 152

**Help!** **Informz.com**

**Admin**  
**Reports**  
**Mailings**  
**Ads**

### Personal Info Details

**Name**

First Name ~ 154

**Description**

156

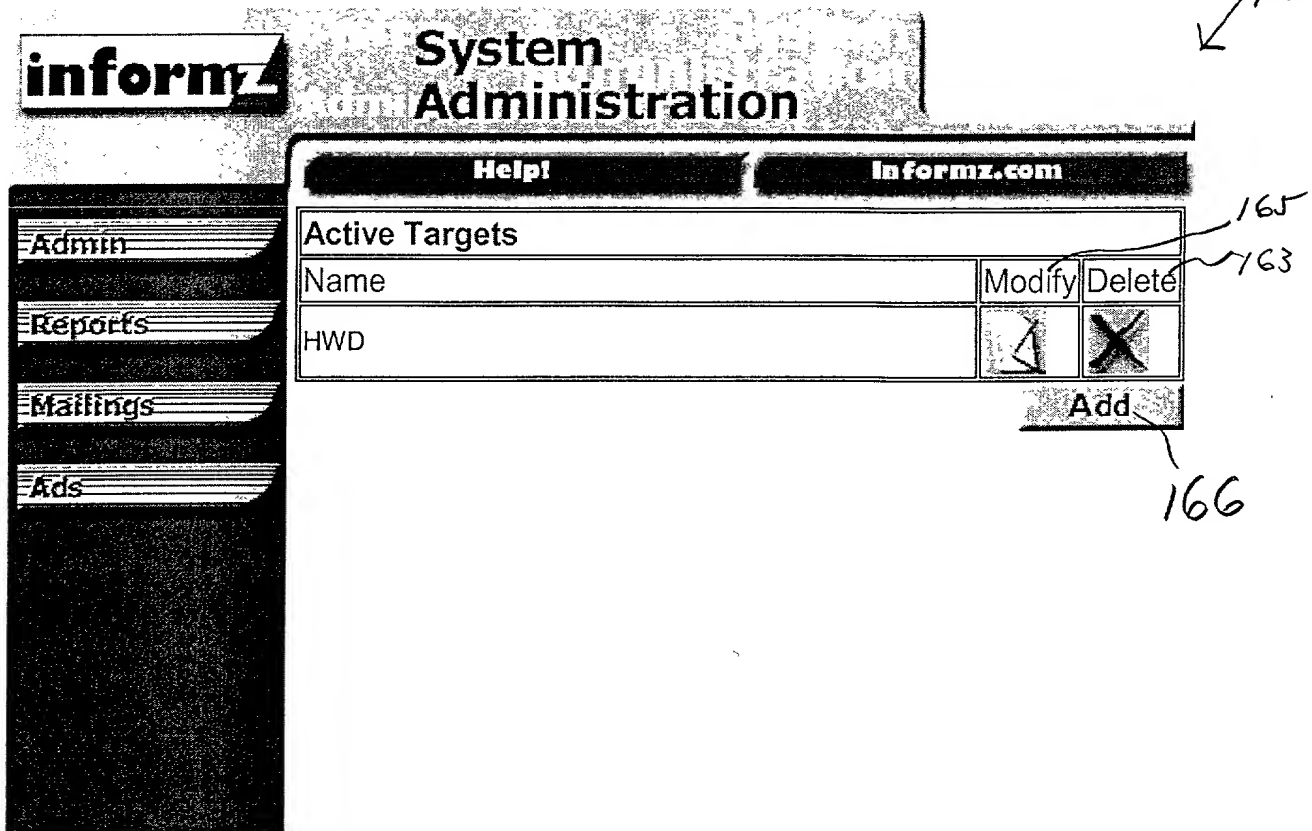
Required: ☒ ~ 158

Sequence:  ~ 160

**Update** ~ 162

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FIG. 11



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FIG. 12

**informz** **System Administration** 168

**Help!** **informz.com**

**Admin**  
**Reports**  
**Mailings**  
**Ads**

**Modify Target Group Configuration**

Name:  ~ 170

Operator: ☐ ☐ ☒  
172 Not And Or

**Add/Remove Values**

Show Values: ☐ News  
176 ☐ Demographic  
☐ Compound  
☒ All

Value:  174

**Add** ~ 178


























Demographic	Gender : Female	[delete]
Demographic	Age : 26 - 35	[delete]

**Update** **Cancel**

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FIG. 13

**informz****System  
Administration****Help!****Informz.com****Admin****Reports****Mailings****Ads****Mailings**

Name	Type	Format	Content	Modify	Ads	Test	Public
Testing LocalUpdate	Send Once	WCAU-Newspaper					
HWD	On Hold	WCAU-Newspaper					
Welcome	When Subscribe	WCAU-Newspaper					
News Update...	Send Once	WCAU-Newspaper					
StormCenter Alerts	On Hold	WCAU-Newspaper					

**Add Mailing**

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FIG. 14

**informz****System  
Administration****Help!****Informz.com****Admin****Reports****Mailings****Ads****Mailing Details**Name: Schedule 
☐ Send At: Date:    Time:   
☐ Daily  
☐ or M ☐ Tu ☐ W ☐ Th ☐ F ☐ Sa ☐ Su ☐ Time:    
☐ Weekly

☐ After someone subscribes  
☐ Hold - do not schedule
Images ☐ Attach

Template

Format:  ☐ Start    ☐ Date:    ☐ Table of Contents ☒
Subject Email: Pager: **Update** 

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FIG. 15

**informz****System  
Administration****Help!****informz.com**

Admin

Reports

Mailings

Ads

**News Details**

Mailing

HWD

Title

Summary

Type

HWD

Rank — 242

1 (1=highest, 5=lowest)

Image File — 244

Directory:

Upload

- or -

URL:

Process

Height:

pixels

Width:

pixels

Placement: Left

Pager — 246

Send Pager? Yes

Pager Version:

\* If you leave the Pager Version blank, the News Title will be used.

News Link — 248

Directory:

Upload

- or -

URL:

\*This is the webpage or document that the user will be sent to upon clicking the title or image.

Update

FIG. 16

250



252

**informz****System Administration****Help!****Informz.com****Admin****Reports****Mailings****Ads****Advertisement Details****Name****Text**  
**Link****Graphics** 260**Image:****Upload**

- or -

**HTML:****Pager****Update**

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Fig. 17

code for

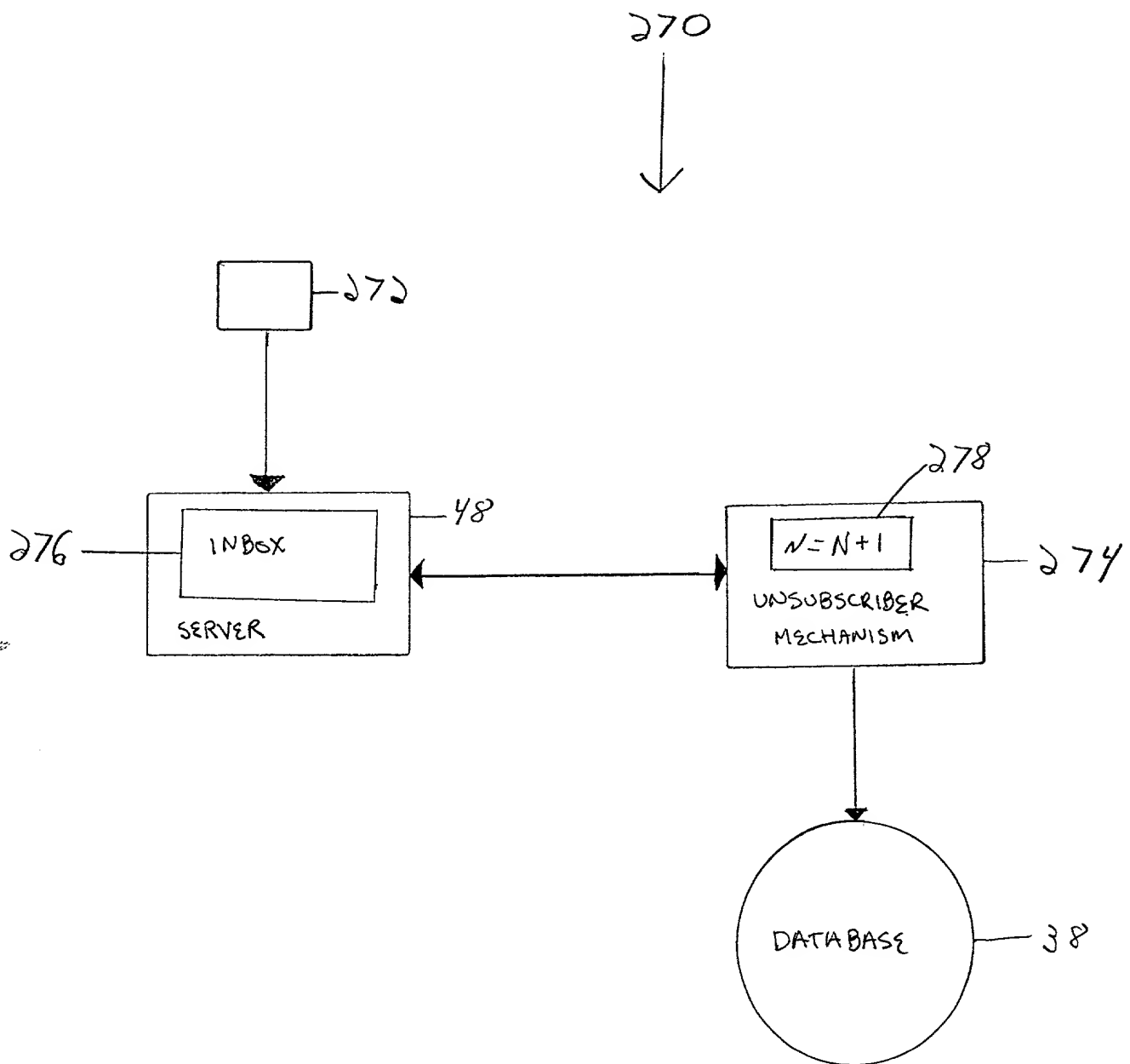


FIG. 18

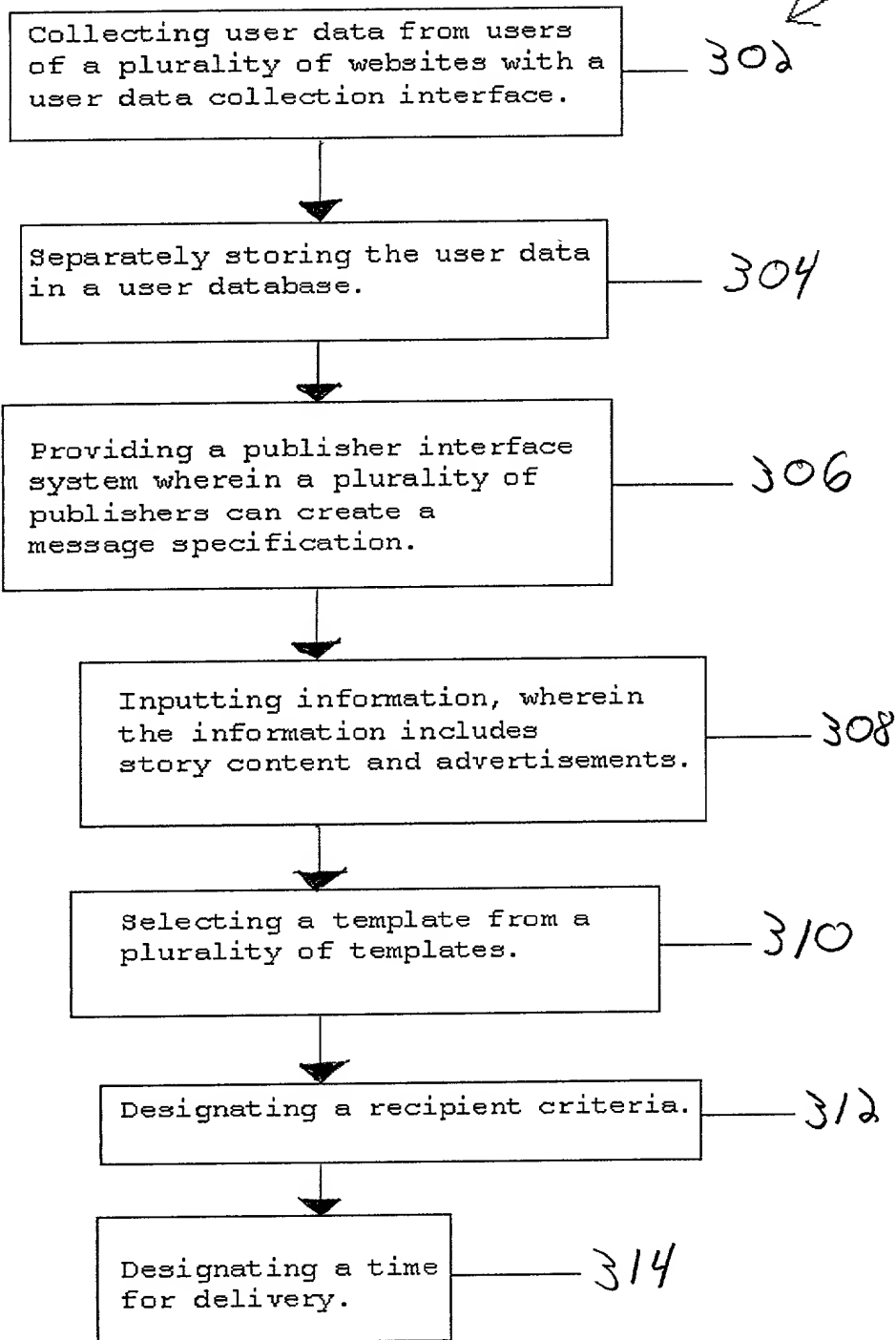


FIG. 19

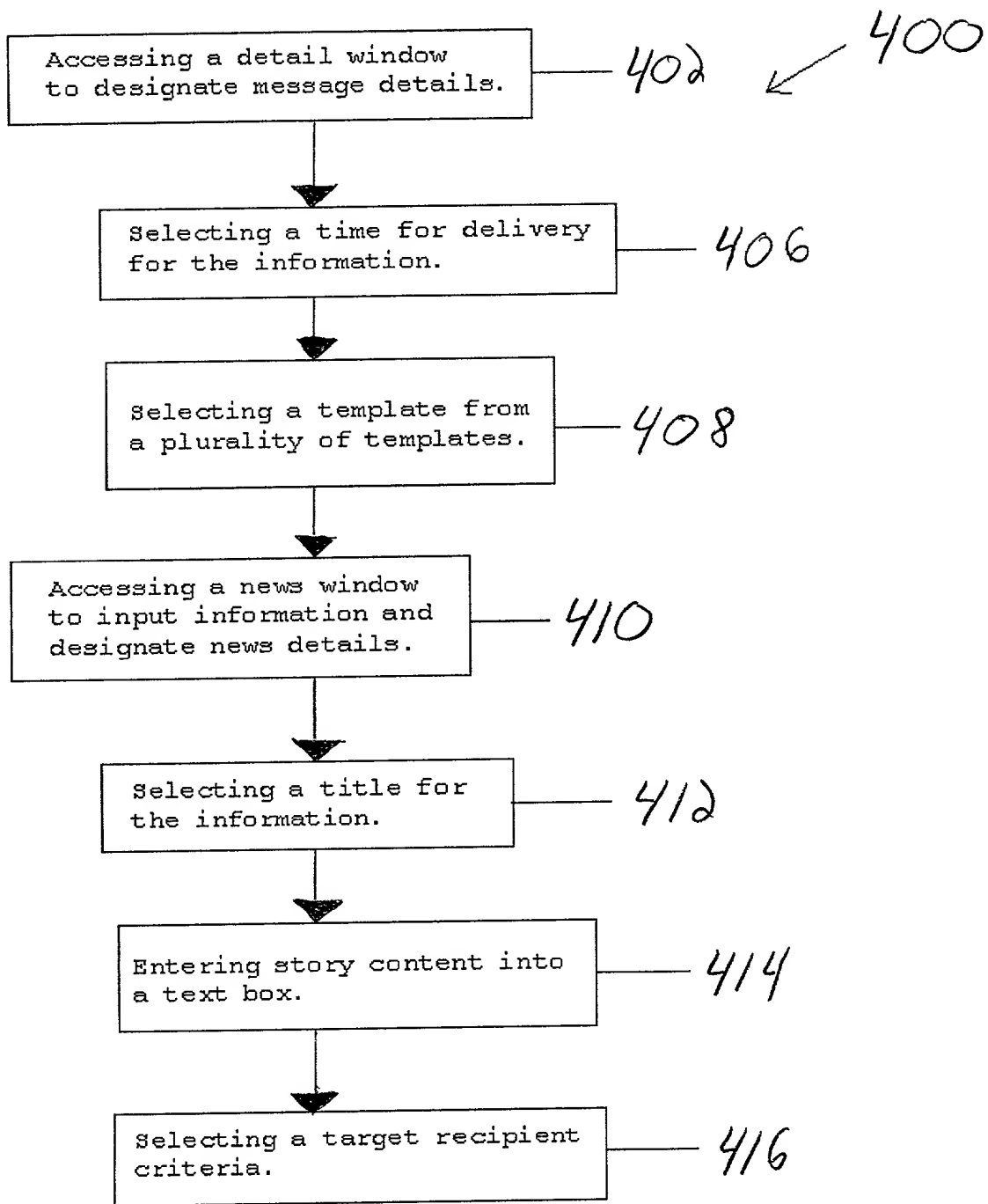


FIG. 20

Docket No.  
VSSI-0002

# Declaration and Power of Attorney For Patent Application

## English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

**ELECTRONIC PUBLISHING SYSTEM AND METHOD**

the specification of which

(check one)

☒ is attached hereto.

☐ was filed on \_\_\_\_\_ as United States Application No. or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or Section 365(b) of any foreign application(s) for patent or inventor's certificate, or Section 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate or PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)			Priority Not Claimed
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>

I hereby claim the benefit under 35 U.S.C. Section 119(e) of any United States provisional application(s) listed below:

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

I hereby claim the benefit under 35 U. S. C. Section 120 of any United States application(s), or Section 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. Section 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C. F. R., Section 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Status)  
(patented, pending, abandoned)

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Status)  
(patented, pending, abandoned)

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Status)  
(patented, pending, abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. *(list name and registration number)*

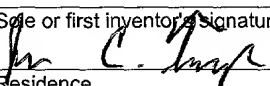
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Second inventor's signature	Date
Residence	
Citizenship	
Post Office Address	